

City Council

Mayor Sarah Glade Gurney
Vice Mayor Una Glass
John Eder
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Patrick Slayter



Planning Director
Kenyon Webster
Administrative Assistant
Rebecca Mansour

City of Sebastopol Design Review Board Staff Report

Meeting Date: September 21, 2016
Agenda Item: 8A
To: Design Review Board
From: Kenyon Webster, Planning Director
Subject: Minor Sign Review
Recommendation: Consider Request
Applicant/Owner: Ali Mann, Home Sweet Music
File Number: 2016-71
Address: 7985 Valentine Avenue
CEQA Status: Categorical Exemption: Section 15311: Class 11
General Plan: Parks
Zoning: CF: Community Facilities

Introduction:

This is a Minor Sign Review application, requesting approval to utilize two banner signs on a permanent basis for Home Sweet Music, at the Garzot building in Libby Park, 7985 Valentine Avenue. This application requires Design Review Board approval because it involves the use of temporary banner-type signs on a permanent basis, and exceeds the number of permitted signs for the CF District.

Project Description:

The application involves the installation of the following signs: Two banner-type wall signs that measure 51" x 71", and have a sign area of approximately 25 square feet, and read: Home Sweet Music." The signs do not involve any form of illumination.

The applicant also obtained Administrative Approval for two temporary banner signs (allowed for up to 30 days) and a permanent MDO material 16" x 64" sign that would hang where the 'Garzot Duffield Bldg.' sign hung off an entry trellis. However the applicant indicates there may be rot or other structural issues that could affect installation of that sign, so they are seeking Board approval to use the two temporary banner signs on an ongoing basis, hung on two sides of the building.

Environmental Review:

The application is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15311, Class 11, which exempts the installation of on-premise signs.

Zoning Ordinance Consistency:

The application is subject to the following provisions of the Zoning Ordinance:

17.230.060 F.

Signs Permitted in CF Community Facility District.

1. Each building is permitted to have one freestanding business identification sign. This sign may not exceed six feet in height.
2. Each business is permitted to have one wall or fascia sign which does not exceed 30 square feet in area.
3. Temporary signs are permitted in accordance with SMC 17.230.070(E).
4. A maximum of two area identification signs per entry, with a maximum height of eight feet, and maximum total area of 32 square feet are permitted.

The application proposes two wall (banner) signs, which would exceed the one that is permitted in the CF District. If the applicant proceeds with placement of the approved permanent sign, this would add to the number of signs on the building. Total area for such signs is limited to 30 square feet; the two banner signs would equal over 50 square feet, and more if the approved permanent sign is installed. Placement of one of the banners is illustrated in a simulation provided by the applicant; the Board may wish to inquire regarding placement of the second banner.

The Board discourages use of banners as permanent signs, as they are not durable for longer periods of display, and do not generally convey a sense of quality and permanence when used beyond a temporary purpose. That said, the Board has approved some such use, most recently for the Rialto Theater. For that application, the Board imposed a special condition regarding replacement of banners.

Public Comment:

The Planning Department has not received any comments on the application from the public as of writing this staff report.

City Departmental Comment:

The Planning Department has not received any City department comments on the application as of writing this staff report.

Required Findings:

Design Review: Section 17.310.030.B.2 of the Zoning Ordinance establishes the following Design Review Procedure: In considering an application for design review, the Design Review Board, or the Planning Director, as the case may be, shall determine whether:

- a) The design of the proposal would be compatible with the neighborhood or and with the general visual character of Sebastopol.
- b) The design provides appropriate transitions and relationships to adjacent properties and the public right of way.
- c) It would not impair the desirability of investment or occupation in the neighborhood,
- d) The design is internally consistent and harmonious.
- e) The design is in conformity with any guidelines and standards adopted pursuant to this Chapter.

Sign Exception: Section 17.230.020.B.2 of the Zoning Ordinance states that the Design Review Board may grant a Sign Exception based on the following criteria:

- a) The exception will allow a unique sign of exceptional design or style that will enhance the area or building, or that will be a visible landmark; or
- b) The exception will allow a sign that is more consistent with the architecture and development of the site; or site context; or is appropriate given the nature of the business; or
- c) The granting of the exception will not constitute the granting of a special privilege inconsistent with the sign limitations upon other properties in the same vicinity and Zone District.

Analysis:

Installation of the approved permanent sign is desirable, as compared to the use of the two banners as permanent signs. Such installation may be delayed pending replacement of the trellis. The Board may wish to suggest that the applicant work on installation of the permanent sign, potentially with use of one banner for up to 90 days, and one banner for up to one year, but with the encouragement to eventually replace the banners with appropriate permanent signs.

Recommendation:

Staff recommends that the Board approve use of one banner for up to 90 days, and one banner as a permanent sign for up to one year, and encourage to the applicant to install the approved permanent sign. This is based on the facts, findings, and analysis set forth and subject to the conditions of approval contained in this staff report, if there is a consensus that the proposal is compatible with the site.

Alternatively, the Board may find that revisions are necessary and a continuance is appropriate. Staff recommends that the Board provide specific direction for redesign to the applicant in the event of a continuance or rationale in the event of a denial.

SIGN PERMIT: 2016-71
Home Sweet Music
7985 Valentine Avenue
Findings for Approval:

1. That the project is categorically exempt from the requirements of CEQA pursuant to Section 15311, Class 11, which exempts the installation of on-premise signs.
2. That the project is consistent with the Zoning Ordinance in that it complies with the applicable provisions set forth in the Sign Ordinance with the approval of a Sign Exception.
3. That the Sign Exception will allow use of a banner for up to 90 days, and one banner for up to one year, pending replacement with more appropriate permanent signs.
4. That the granting of the Sign Exception will not constitute the granting of a special privilege inconsistent with the sign limitations upon other properties in the same vicinity and Zone District in that the Board has approved banner signs when appropriate.
5. That the project is compatible with the neighborhood and with the general visual character of Sebastopol in that involves use of a banner to identify and advertise the business for a limited time period.
6. That the project design provides appropriate transitions and relationships to adjacent properties and the public right of way in that the signs are of an appropriate size relative to the building, and would be secured to the building's façade, which maintains accessibility for pedestrians.
7. That the project would not impair the desirability of investment or occupation in the neighborhood in that the signs are constructed of durable materials sufficient for the approved periods, helping to ensure that it does not quickly fall into a state of disrepair.
8. The project design is internally consistent and harmonious in that it contains uniform colors and lettering in terms of font, size, and spacing.
9. That the project design is in conformity with guidelines and standards adopted pursuant to the Design Guidelines in that the signs are proportionate to the existing building's dimensions, and do not contain internal illumination.

Recommended Conditions of Approval:

1. This Sign Permit is valid for a period of two (2) years. However the applicant may request one one-year extension of this approval from the Planning Director, pursuant to Zoning Ordinance Section 17.250.050. If the sign installation does not occur within the designated time frame, the approval will be considered null and void with no further action required on the part of the City.
2. The sign installation shall be consistent with the application materials date-stamped January 4, 2016, except that one banner may be utilized for up to 90 days, and one banner may be used for permanent signage for up to one year. No other signs regulated by the Sign Ordinance shall be installed or displayed without the prior written approval of the Planning

Department.

3. An Encroachment Permit may be required prior to sign installation. Please contact the Engineering Department at (707) 823-2151, prior to installation, if work will be performed or materials placed in the public right-of-way.
4. A Building Permit is required for the installation of most signs. Please contact the Building and Safety Department for Building Permit application information at (707) 823-8597.

Attachments:

- Master Planning Application Form
- Location Map
- Site Photographs
- Sign Review Submittal



City of Sebastopol

Planning Department
7120 Bodega Avenue
Sebastopol, CA 95472

(707) 823-6167 (Phone) or (707) 823-1135 (Fax)

www.ci.sebastopol.ca.us

MASTER PLANNING APPLICATION FORM

PROJECT INFORMATION:

FOR CITY USE ONLY

ADDRESS: 7985 VALENTINE AVE. SEBASTOPOL, CA 95472	PLANNING FILE #: 2016.71
PARCEL #:	DATE FILED: 09.06.16
PARCEL AREA:	TOTAL FEES PAID: \$140
	RECEIVED BY: <i>[Signature]</i>
	DATE APPLICATION DEEMED COMPLETE:

APPLICANT OR AGENT:

Name: Ali Mann
 Email Address: alizmann@gmail.com
 Mailing Address: 691 SWAIN WOODS TER.
 City/State/Zip: SEBASTOPOL, CA 95472
 Phone: 415-272-4189
 Fax: _____
 Business License #: SS# 572-87-2620
 Signature: *Ali Mann*
 Date: 8/15/16

OWNER OF PROPERTY

IF OTHER THAN APPLICANT:

Name: Sebastopol Community Cultural Center - Diana Rea
 Email Address: diana@secc.org
 Mailing Address: P.O. Box 2028
 City/State/Zip: Sebastopol CA 95473
 Phone: 707 823-1511 / 479-1717
 Fax: NA
 Business License #: SEB0067
 Signature: *Diana Rea*
 I certify that this application is being made with my consent.
 Date: 8-19-2016

OTHER PERSONS TO BE NOTIFIED: (Include Agents, Architects, Engineers, etc.).

Name: _____
 Email Address: _____
 Mailing Address: _____
 City/State/Zip: _____
 Phone: _____
 Fax: _____

Name: _____
 Email Address: _____
 Mailing Address: _____
 City/State/Zip: _____
 Phone: _____
 Fax: _____

SEP 06 2016

[Signature]

PROJECT DESCRIPTION:

DESCRIBE IN DETAIL, the proposed project and permit request. (Attach additional pages, if needed):

We are proposing to replace the Garret Outfield side sign with our HOME SWEET MUSIC SIGN. We would also like to put a temporary banner on the side of the building.

This application includes the checklist for the type of application requested: Yes No

Please indicate the type(s) of application that is being requested (example: Use Permit, Design Review, Variance, Planned Community Rezone, etc.):

Administrative Sign Review for sign + temporary banner

Please describe existing uses (businesses, residences, etc.) and other structures on the property:

Music School

DEVELOPMENT DATA:

SQUARE FEET BUILDING EXISTING:		<input type="checkbox"/> N/A
SQUARE FEET BUILDING DEMOLISHED:		<input type="checkbox"/> N/A
SQUARE FEET BUILDING NEW:		<input type="checkbox"/> N/A
NET CHANGE IN BUILDING SQUARE FEET:		<input type="checkbox"/> N/A
NUMBER OF DWELLING UNITS EXISTING:	<input type="checkbox"/> 0 Bedrooms <input type="checkbox"/> 2 Bedrooms <input type="checkbox"/> 4+ Bedrooms	<input type="checkbox"/> 1 Bedrooms <input type="checkbox"/> 3 Bedrooms <input type="checkbox"/> N/A
NUMBER OF DWELLING UNITS PROPOSED:	<input type="checkbox"/> 0 Bedrooms <input type="checkbox"/> 2 Bedrooms <input type="checkbox"/> 4+ Bedrooms	<input type="checkbox"/> 1 Bedrooms <input type="checkbox"/> 3 Bedrooms <input type="checkbox"/> N/A
NET CHANGE IN DWELLING UNITS:		<input type="checkbox"/> N/A
SETBACKS:	<u>Existing:</u> <input type="checkbox"/> Front Yard _____ <input type="checkbox"/> Side Yard _____ <input type="checkbox"/> Rear Yard _____ <input type="checkbox"/> N/A	<u>Proposed:</u> <input type="checkbox"/> Front Yard _____ <input type="checkbox"/> Side Yard _____ <input type="checkbox"/> Rear Yard _____ <input type="checkbox"/> N/A

EXISTING LOT DIMENSIONS:	Front: _____ Left: _____	Rear: _____ Right: _____	<input type="checkbox"/> N/A
PROPOSED LOT DIMENSIONS:	Front: _____ Left: _____	Rear: _____ Right: _____	<input type="checkbox"/> N/A
EXISTING LOT AREA:	_____ Square Feet		<input type="checkbox"/> N/A
PROPOSED LOT AREA:	_____ Square Feet		<input type="checkbox"/> N/A
BUILDING HEIGHT:	Existing: _____	Proposed: _____	<input type="checkbox"/> N/A
NUMBER OF STORIES:	Existing: _____	Proposed: _____	<input type="checkbox"/> N/A
PARKING SPACE (S):	Existing: _____	Proposed: _____	<input type="checkbox"/> N/A
ZONING:	Existing: _____	Proposed: _____	<input type="checkbox"/> N/A

Will the project involve a new curb cut or driveway? Yes No

Are there existing easements on the property? Yes No

Will Trees be removed? Yes No

If yes, please describe (Example: Type, Size, Location on property, etc.)

Will Existing Landscaping be revised? Yes No

If yes, what is square footage of new or revised landscaping?

Will Signs be Changed or Added? Yes No

Business: Hours of Operation? Open: VARIES Close: _____

Is alcohol service proposed? Yes No

If yes, what type of State alcohol license is proposed? _____

If yes, have you applied to the State Alcoholic Beverage Control for a license? Yes No

If this is a restaurant, café or other food service, bar, or nightclub, please indicate total number of seats: _____

Is any live entertainment proposed? Yes No

If yes, please describe: _____

INDEMNIFICATION AGREEMENT

As part of this application, applicant agrees to defend, indemnify, release and hold harmless the City, its agents, officers, attorneys, employees, boards and commissions from any claim, action or proceeding brought against any of the foregoing individuals or entities, the purpose of which is to attack, set aside, void or annul the approval of this application or the adoption of the environmental document which accompanies it or otherwise arises out of or in connection with the City's action on this application. This indemnification shall include, but not be limited to, damages, costs, expenses, attorney fees or expert witness fees that may be asserted by any person or entity, including the applicant, arising out of or in connection with the City's action on this application, whether or not there is concurrent passive or active negligence on the part of the City.

If, for any reason any portion of this indemnification agreement is held to be void or unenforceable by a court of competent jurisdiction, the remainder of the agreement shall remain in full force and effect.

Ali Mann 8/18/16 _____
Applicant's Signature Date Signed Planning File Number

NOTE: The purpose of the indemnification agreement is to allow the City to be held harmless in terms of potential legal costs and liabilities in conjunction with permit processing and approval.

NOTICE OF MAILING

Email addresses or facsimiles will be used for sending out staff reports and agendas to applicants, their representatives, property owners, and others to be notified.

Please sign and acknowledge you have been notified of the Notice of Mailing for applications and have provided an email address or fax number.

Ali Mann
Signature

Ali Mann
Printed Name

NOTE: It is the responsibility of the applicant and policies. City staff, Boards, Commission law; however the applicant has responsibility for

Due to a likely delay w/ installation of the permanent sign, the applicant would like to install 2 banners (one on the front and one on the side).

-BJ

Ali and Warren Mann
Home Sweet Music
PO Box 794
Sebastopol, CA 95473

August 18, 2016

City of Sebastopol
Planning Department
7120 Bodega Avenue,
Sebastopol, CA 95472

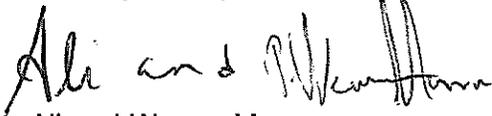
Dear Planning Department:

Thank you for taking the time to go through our administrative application for a sign review. We are proposing a new sign and a new temporary banner for our new school, Home Sweet Music, that is housed inside the Garzot Duffield Building in Libby Park at 7985 Valentine Avenue, Sebastopol, CA 95472.

As for the banner, we are hoping to get the approval for the temporary thirty day placement of the banner and additionally ask for approval from the Design Review Board to continue to keep the banner up after the thirty day period. We are including a check for both \$90 for the initial administrative application for a sign review for both the sign and temporary banner and an additional check for \$115 in the hope of obtaining Design Board Review approval for the long-term placement of the banner.

We have filled out the application to the best of our ability. Please let us know if there is any additional information you need and we will get it to you as soon as possible.

Thank you for your consideration,



Ali and Warren Mann
Home Sweet Music
707-567-8529
ali28mann@gmail.com

SEP 06 2016



8-19-2016

As executive director of the Sebastopol
Community Cultural Center, responsible for
management of the Garzot/Duffield Building
at 7985 Valentine Avenue, I support the
enclosed Application for a new sign and
banner at the described address.

Thom Conley, Rev
Exec. Dir. SCCC 707-479-1717



Garzot Duffield Building

Doubletree Ranch & Saddle Shop
14000 4th Ave

Analy High School

Apple Blossom School

Jenkins' Vineyard

Twin Hills Middle School

Fircrest Mob Home Park

Home Sweet Music
BANNER PROPOSAL
Created by Ron Blair

TYPE - Wall Mounted Banner

HEIGHT - 51"

WIDTH - 79"

DEPTH - 1/8"

AREA - 28 Square Feet

HEIGHT ABOVE FINISHED GRADE -

TYPE OF MATERIAL - Heavy Weight 15 oz. Banner Fabric

SEP 06 2016

A handwritten signature in black ink, appearing to be 'Ron Blair', written over the date stamp.



Home Sweet Music



**SHAW
SIGNS
& DESIGNS**
11028 Green Valley Rd.
Sebastopol, CA 95472
(707) 829-2754
shawsign@gmail.com
cshawsign.com

Proposal

(Administratively approved)

1 sign fabricated out of mdo sign panel material.
To hang from front of building replacing existing sign.
All the measurements from the previous sign are replicated:
16" x 64" x 3/4" (6.89 sq. ft.) non-illuminated
Custom painted sign with faux wood grain background,
dark brown lettering with red border.
Installation:
Eye bolts with chain and lap links to attach to existing overhang
as shown:



16" x 64"

The front of the building is 43 ft. across



Existing sign to be replaced

RECEIVED
SEP 06 2016
[Signature]